

# NEW DEPARTMENT FOR AUTOISTS; INFORMATION BUREAU IS OPENED

El Paso Herald Will Co-operate With Dealers, Motorists and Would-be Motorists in Supplying Information About Cars, Their Prices, Capacity, Terms, Etc.; Mechanical Experts Answer Questions.

DESIRING to extend the usefulness of the automobile section of The Week-End Herald, arrangements have been completed for the addition of another department. It is the desire of this newspaper that the new department will be of value not only to the prospective buyers of motor cars, but also to the present owners.

The automobile and accessory dealers of El Paso are always glad to have visitors come in, ask questions about the cars and get any information they may desire. However, it is not always possible for a motorist or would-be motorist to visit automobile row. The automobile department of The Herald proposes to make it possible for you to gain the desired information without the necessity of a personal trip.

WRITE THE EL PASO HERALD FOR AUTOMOBILE INFORMATION.

Read the automobile advertisements in The Herald. If there is any car about which you want further information, write us and we will see that the information is supplied you. Use the blank below and give any further particulars in a letter.

If you have no particular preference about a car, state your desires with regard to price or weight and particulars of cars in that class will be sent you. The Herald will be glad to help you get information about all new models coming into El Paso. If you live outside the city, you will also be given the name of the nearest dealer who can give you a demonstration of his car.

Or if you are interested in motor trucks and want further details as to cost of operation, tires, capacity, etc., write us and the information will be sent you.

Are you going on a tour? The Herald will be glad to help you map out routes, get road reports, etc.

TELL YOUR MOTOR TROUBLES TO THE HERALD.

Maybe you own a car and want to know more about its mechanical workings. Tell your troubles to The Herald's automobile department. The problem will be put up to experts and you will be answered through the Week-End edition of The Herald.

Make the El Paso Herald your automobile shopping and information bureau. Its services are at your disposal, free of all charge. Read the advertisements and if you don't find what you want, let us know.

(USE THIS BLANK)

## Thinking of Purchasing a Motor Car--Used or New?

The El Paso Herald will help you decide. Write to the Automobile Department and we will assist you in getting the latest information on motor cars. Fill out the blank below:

The El Paso Herald:  
I wish to know about:  
(Give name of car if there is preference or the price or terms you wish.)

Please answer in your Questions and Answers Column the following questions about cars:

(These questions may be regarding technical problems, road, touring or general motor information.)

## TRUCK PRICES ARE TO BE INCREASED AT ONCE

Because of the increased cost of material, the Maryland Motor Truck company has been forced to announce a new schedule of prices on all the new 1916 models.

Even with the increased factory production, which has necessitated placing orders in large lots, the aggregate cost increase in parts is more than 15 percent.

Inexpensive material could be secured but resulting in such measures would result in permanent injury to the entire commercial car industry.

It is common knowledge that steel alloyed with tungsten has increased 300 percent, high speed cutters and drills nearly 200 percent. Aluminum, which a few months ago sold on the open market for 14 cents per pound is now being held at 57 cents per pound.

Bronze castings, hardened lumber, nickel and chrome steel, copper, paint, tinplate and in fact every part used in the construction of a truck, have undergone a rise of from 10 to 30 percent.

New York state now averages a car to every 44 of its residents.

## TRUCKS GO TOO FAST, JITNEYS OVERLOADED

Barry A. Roe, motor vehicle commissioner for Maryland, has taken a decided stand against motor trucks and jitneys. He has made an investigation and has found that the heavy trucks are going too fast and that the jitneys are being overcrowded. He has issued a warning. The speed limit for trucks weighing from 4 to 8 tons has been fixed at 15 miles an hour as the maximum and those weighing over this amount at 12 miles an hour.

## 20 MILES IS SPEED LIMIT FOR OHIOANS

The new traffic rules, recently promulgated by the Ohio highway department, are now effective. The rules, now formulated under the authority of the Ohio general assembly and will be considered as law by all peace officers and judges. The rules, which have been published broadcast throughout the Buckeye state, provide a system of uniform traffic rules and regulation for the entire state, governing city and country alike.

## It's Here— the new BRISCOE 38-four at \$750

An entirely new model—a wonder for looks, utility and finish, and with notable improvements over last year's tip-top model.

Five-Passenger Touring, 38-horsepower, with the smoothest-running and softest-humming motor you've ever heard; 114-inch wheelbase, graceful lines, roomy tonneau, deep-cushioned seats, demountable rims, cantilever springs in the rear—a handsome, comfortable, powerful car in every respect.

## BRISCOE 38-Four Pioneer Motor Co.

COR. MYRTLE AVE. AND CAMPBELL ST.  
PHONE 52 EL PASO



# U. S. TO BUILD MILLION AUTOS

Everybody Wants a Car and Buys When Pocketbook Will Permit.

With a production for the year ending next June of more than 1,000,000 American automobiles, the dreams of those seemingly wild optimists of 10 years ago have come true, while the industry in its making has grown to be the fourth on the list of our great manufacturing industries, with only steel, lumber and clothing above it.

With almost 2,500,000 cars in use in the United States the time is at hand when surprise will be shown when a man admits that he doesn't own an automobile. This number means a car for every seven families or one for each mile of public road in this country, of which only a small percentage is improved.

Probably the most important thing about an automobile is the fact that everybody wants one, and it might be considered the only manufactured article that everybody does want. Many men want a home, but others prefer to live in hotels, but in the case of the automobile it is safe to say that everybody wants one and generally gets one when his purse permits.

New York Leads.

New York has 467 cars up to November 1, but Iowa continues to lead in cars per capita, with one for every 18 persons in the state.

Figure for 1915 in the automobile industry showing 467 manufacturers, 15,384 dealers, 17,579 garages, 6488 repair shops, 1977 supply houses and 1492 charging stations. A table shows the following as the record of American automobile production since 1904:

1904	21,750
1905	25,000
1906	24,000
1907	44,000
1908	82,000
1909	125,000
1910	187,000
1911	219,000
1912	275,000
1913	485,000
1914	515,000
1915	705,527

Total cars of all types, 2,814,727.

Back of the great growth must have been reasons of an extraordinary nature, the most important of which is that the automobile supplied a crying need.

Had the automobile continued to be a \$4000 or \$5000 article, a limited sale would have been certain but the far-seeing manufacturers anticipated this low price and low maintenance cost were essential to big sales. The keenest engineering brains and skilled manufacturing experience were put to work to produce a car that would give big production and resulting low prices, so that the \$4000 to \$5000 car of today is, generally speaking, a better car than the \$2000 car of five or six years ago.

## Operation Cheaper.

The decreased maintenance cost is present in the modern motor car, while the increased mileage obtained from more efficient carburetors, the better service supplied by tires, the prolonged life of the car itself, have all aided in broadening the market of this modern vehicle of transportation.

The business has not been an easy one, the greatest successes have been attained by men of rare ability who would have made great successes in any other line of trade. In this connection it is worth noting that almost 400 failures mark the automobile manufacturing industry in the past five years. One hears often of the great successes, but little is said of the failures in the business.

There are now 225 companies in the world that may be said to be real producers of 200 vehicles a year or more. These companies have found the market the nations of the world, and have been shipping motor cars for export to the value of more than \$60,000,000 to all parts of the world during the 12 months ending June 30, 1915.

## Who Bought the First Auto Sold?

Who bought the first American built gasoline propelled car? That is a big question when one counts noses and discovers that there are more than 2,000,000 cars registered in the states and territories in the nation, but Robert Allison, aged 58, a mechanical engineer and a resident of Port Carbon, Pa., believes that to him belongs this honor. An honor, by the way, which any motorist might covet.

On April 1, 1898, Mr. Allison made his purchase, paying \$1000 for a single cylinder Winton, the first of the Winton company's 1898 product, which consisted of 21 cars. This, Mr. Allison believes, is the first bona fide sale of an American car. Since that time Mr. Allison has been an ardent motorist, driving two cylinder cars, and six, and he is still as keen for motoring as he was at the start in 1898.

## Writes About Purchase.

In substantiating his claims to being the American pioneer purchaser, Mr. Allison writes Motor as follows, telling of his first touring experience: "This car was a single cylinder, seats for two, 26 inch wire wheels, single tube two and one-half inch tires. The car was designed as near as possible to conform to the ordinary buggy. The price was \$1000, the freight from Cleveland to Port Carbon amounting to \$20. The shipment reached the local Pennsylvania railroad freight station April 17, 1898, and a large and curious crowd witnessed the unloading of the first motor car brought here.

"I knew nothing about motor cars and the system of internal combustion, but, nevertheless, I drove the car to my home in Port Carbon and waited for Mr. Winton to come and show me how to run it.

"He arrived a few days later, and the first thing he did was to run the car downtown, scaring a two horse team drawing a load of groceries. The groceries suddenly took a notion to strew the street, which they did in promiscuous order. I expected a bill for damages, but, being a customer, the huckster never said a word about it.

"The car I purchased was said to be the first in the United States sold to a regular customer. While at the Winton factory I saw two or three experimental cars that had been condemned as not practical. The claim that my car was the first sold in the country never has been questioned as far as I know. I asked this question of the Winton company about three years ago, and was so advised. I used the car three years and had lots of fun with it."

Lincoln, Neb., has abolished the offensive wheel tax which required all automobile owners to pay a city tax as well as one to the state.

# GASOLINE GOSSIP

News and Notes of the Auto World Gathered From Many Sources.

The Kenosha Retail Motor Car Dealers' association is planning to hold its second annual show in Kenosha, Wis., March 9, 10 and 11. The show will be held in the Coliseum, as a year ago.

Dealers have leased the Auditorium and basement for the annual show at Grand Forks, N. D., which is to be February 8-11.

Including space previously reserved by members of the Detroit Automobile Dealers' association, Detroit, Mich., there are now 63 auto shows on the list for the annual Detroit show.

The United States government has announced that tires may be shipped by parcel post.

The construction of a connecting link in a proposed highway to run between Wichita Falls and Fort Worth, Texas, a distance of about 100 miles, will be soon started.

At the close of last year the total number of licenses issued in the province of Ontario, Canada, was 21,704, of which 23,240 were for cars owned in Ontario, and 4900 for American cars coming into the province. Up to the present over 30,000 this year's licenses have been taken out by Ontario owners and 2000 by outsiders.

There are 65,000 motor vehicles, including both passenger cars and motor trucks, supplying the army in France.

It has been shown that the average American car has about one cubic inch piston displacement for each ten pounds of its weight. Each maker simply will decide how many cylinders of an individual maximum displacement of 50 cubic inches per cylinder are necessary to propel his car to give them the necessary ability. The different classes of cars group themselves in about the following groups: Up to 2000 pounds, 2500 pounds to 2600 pounds, 2600 pounds and above.

It is obvious that the four-cylinder motor with 200 cubic inches displacement, this being the multitude of the "fifty cubic inch maximum piston displacement per cylinder," will handle the 2000-pound car very well, while the six-cylinder of the same individual cylinder displacement will take care of all cars as high as 2600 pounds. Also that there is no doubt multi-cylinder engines will be employed.

Every pound of metal or wood in an automobile that is not used in an engine or chassis is a burden on the motorist. And it is worse than that, for it cannot be washed off, and it costs money to carry about from place to place.

The board of motor vehicle headlight inspectors of Baltimore has issued an order that only headlights in which the front glass has been sand-blasted or ground so that the upper surface of the glass is rough and subjected to this treatment will be permitted to operate in the city.

Milwaukee motorists are permitted to wash and clean their cars in public alleys, if they obey certain rules, according to a decision of the city corporation, given at the request of the department of public works. The rules are somewhat humorous:

You must have on proper apparel. You must not use loud, boisterous or profane language. You must not damage the paving.

You must not dump the dirt washed off the car into your neighbor's yard. You must not use so much water that the alley and intersected street are flooded.

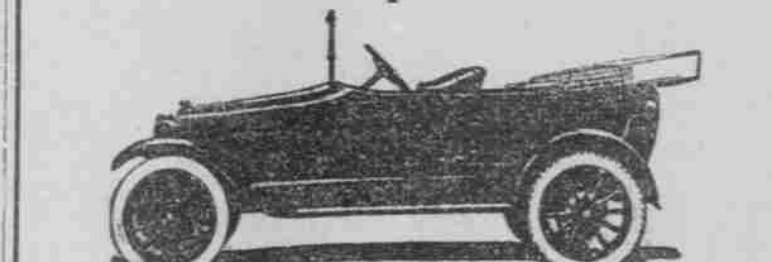
There is a possibility that the Philadelphia Motor Speedway association will hold a meet during the latter part of April.

Dallas, Texas, now has an automobile dim light ordinance. It provides a fine of from \$2 to \$200 for a violation. It applies only to the corporate limits of the city. A move is on foot to have the legislature pass a dim light law that will cover the state.

When the engine fails to start after a reasonable number of revolutions, the best thing to do is to prime it by either moving the carburetor choking device way in, or by pouring a little

## ECONOMY RELIABILITY LOW PRICE GOOD LOOKS

In the "Saxon Six" you can find combined the four cardinal points demanded by the public



\$360 F. O. B. EL PASO  
Roomy Enough For Five Large Persons  
A phone call will bring the car to your office or home.

Saxon Motor Car Co.  
Phone 137 323 Texas St.

## FACTORIES FORCED TO BUILD CLOSED CARS

Until recent years the motor car has been considered a pleasure vehicle, to be used only during the pleasant weather months of the year. It was formerly the custom to run the car until the cold winter weather with its sleet and snow rendered the automobile to three months or more imprisoned in the garage. At least this was true of the man whose purse could not afford the expenditure of \$2400 to \$2600 for an enclosed car.

But so necessary a part of our everyday life has the motor car become that people are no longer satisfied to be without their cars even during the severe winter weather. Professional men, city assessors, people whose business requires speedy transit, have realized the need of their motors every day in the calendar. They have forced the manufacturer to give serious consideration to the problem of furnishing a motor car suitable for year-around service, retaining the advantages of both open and enclosed cars at a moderate cost.

Within the last few years there have been many experiments in building special "wintercars" to be fitted on touring car or roadster chassis. In the main these have been unsatisfactory, both from the standpoint of beauty of design and utility. The makers started by putting the car back to the horse.

## UNPRECEDENTED DEMAND FOR AUTOS CONTINUES

The manner in which the American public has consumed the largest and most important motor cars ever turned out by the American automobile manufacturers has been the marvel of the 1915 industrial year. Practically every large factory increased its production from ten to even as high as 100 per cent and even then manufacturers have been unable to keep up with orders and during the winter are maintaining maximum production.

"The 1915 automobile selling season has been the greatest our industry has ever experienced," said Lee Anderson, sales and advertising manager of the Hupp Motor car corporation.

"The demand for cars has been unprecedented and it keeps on worrying all the time to handle the trade. We increase our output over the dealers and distributors flood us with orders and we find ourselves in the same position again—our production is behind our orders."

The average value of automobiles in Wisconsin, according to the compilation of the Wisconsin Tax Commission, is \$280, compared with a valuation of \$255.52 used in 1914.

## FROM 954 TO 231,000 CARS IN 14 YEARS

The automobile industry is just beginning to realize how it has grown. It has been too busy to think of the past, or to reflect that it was turning out a by-product of history. But just now there is a growing interest in making out the milestones of the industry—of collecting the eventual but hitherto records of the past 20 years into some sort of order satisfactory to the progress made. How the use of the automobile has grown in New York state is indicated by official records. Beginning in 1891, when New York state, the first in this country to require motor car registration, licensed 84 machines, there was a combined total of 108,481 cars recorded in the nine years following up to Aug. 1, 1910. During the remainder of that year 62,653 cars were registered; in 1911 the number for the full year reached 15,739; in 1912, 187,262; in 1913, 122,405; in 1914, 174,412, while so far this year the number has soared to 231,712. Historians of the industry, however, should keep in mind that thoroughly effective registration of machines did not begin in New York until 1910.

## EVERYONE IS GETTING THE AUTO HABIT HERE

During the past four years a number of people have been saying that the automobile could not continue to absorb the constantly increasing output. Up to the present time these people each year have seen the miracle of the demand which is getting the motor car habit and continue to predict direful things for the automobile business. They forget that out of the 1915 industrial year, the best automobile last year there are 300,000 who are merely gratifying. Every one of these 300,000 is getting the motor car habit and a large portion of them will buy larger, more comfortable cars this year—in addition to the hundreds of thousands who decide first off on a quality car.

## QUICK CYCLE TEST.

Phoenix, Ariz., Jan. 22.—An effort is being made to set a unique kind of non-stop record in Phoenix. A Harry Davidson motorcycle was placed in the window of a downtown store and its twin cylinder engine started running. The rear wheel is on the stand and is revolving at the rate of 15 miles an hour. Harry Crandall, a race rider, is watching the machine and feeding it the necessary gas and oil. He is assisted by Elsie Walston, another local rider. If the engine is still running at the end of seven days they will stop it.

# LEE TIRES Have Not Advanced

and are still selling at the same price. We don't know how long these low prices will prevail.

A word to the wise is sufficient.

## Get Yours Now BORDERLAND AUTO SUPPLY COMPANY

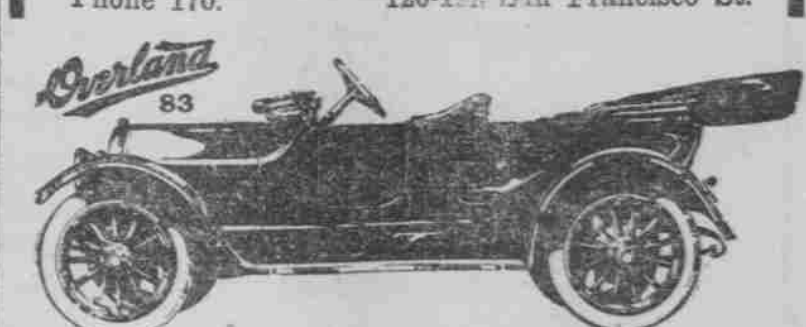
Southwestern Distributors.  
Wholesale and Retail Auto Supplies.  
Phone 5910 COR. MYRTLE AND KANSAS

# \$695 Overland 35 H. P.

Increased Production From 300 Cars to 1000 Cars Per Day Permits New Price 35 Per Cent Less.

Material requirements covered at before-the-war prices. Three and one-half million dollars saved on aluminum and another million on steel. The new price for the big, roomy, comfortable, thirty-five horse power Overland is \$695.

El Paso Overland Auto Co.  
Phone 170. 120-122 San Francisco St.



# REPUBLIC TRUCKS